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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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EXPLORING ADVENTURE-BASED TOURISM DIGITIZATION FOR EFFECTIVE MARKETING STRATEGIES

Mohd Shariman Shafie *; Aida Roha Abdul Rasid

*Faculty of Sports Science and Recreation, UiTM Cawangan Negeri Sembilan, Kampus
Seremban*

Mohd Noorazlan Ab Aziz; Mustakim Hashim

Faculty of Sports Science and Recreation, UiTM Shah Alam

Purnomo M. Antara

Faculty of Business and Management, UiTM Cawangan Negeri Sembilan, Kampus Rembau

Nur Amalina Shafie

*Faculty of Science Computer and Mathematic, UiTM Cawangan Negeri Sembilan, Kampus
Seremban*

Raja Mayang Delima Mohd Beta

*Faculty of Business and Management, UiTM Cawangan Negeri Sembilan, Kampus Seremban
Email: drmayang@uitm.edu.my*

Abstract

This research study aims to explore the role of digitization in enhancing marketing strategies in the adventure-based tourism industry. With the increasing importance of digital technologies and platforms, understanding their impact on marketing effectiveness becomes crucial for businesses operating in this sector. By conducting a comprehensive literature review and employing a mixed-methods approach, this research seeks to examine the current state of adventure-based tourism digitization, identify effective digital marketing strategies, and provide valuable insights and recommendations. The findings of this study will contribute to the existing knowledge base and assist adventure-based tourism businesses in developing effective and sustainable marketing strategies in the digital era. Adventure-based tourism has gained popularity as travelers seek unique and thrilling experiences. In this digital age, harnessing the power of digitization for marketing is crucial in promoting adventure-based tourism destinations and services. This research paper employs a bibliometric analysis approach to explore the existing body of literature on adventure-based tourism digitization and its implications for effective marketing strategies. By systematically reviewing and analyzing academic articles, this study identifies trends, gaps, and emerging themes in the literature, offering valuable insights for tourism practitioners, policymakers, and researchers.

Keywords: Adventure-based Tourism, Digitization, Digital Technologies, Target Audience Engagement, Sustainable Growth, Digital Marketing Initiatives, Content Strategies, Social Media Utilization, Mobile Applications